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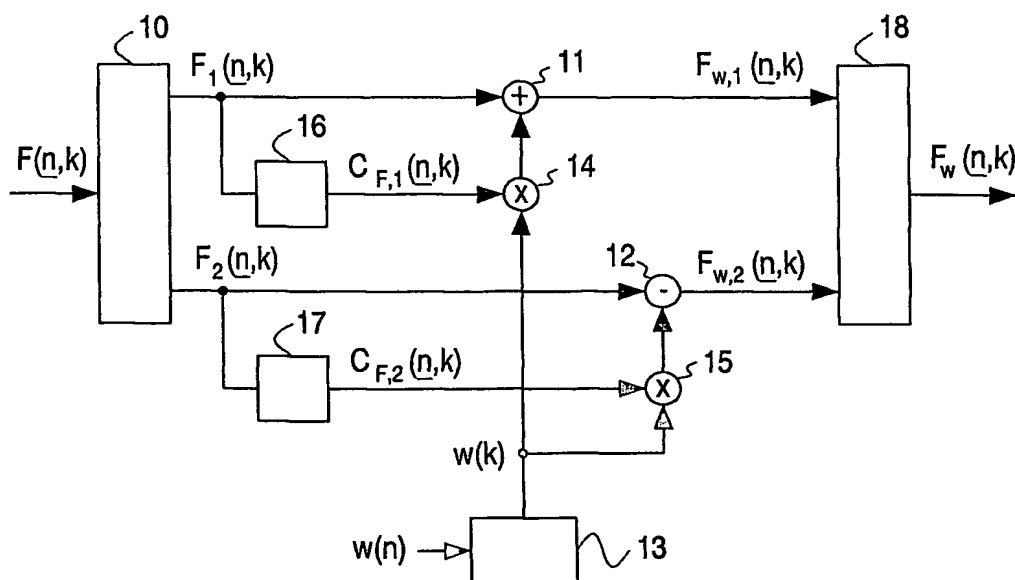
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(54) Title: **WATERMARK EMBEDDING AND DETECTION OF A MOTION IMAGE SIGNAL**



(57) Abstract: Methods and arrangements are disclosed for embedding and detecting a watermark in a cinema movie, such that the watermark can be detected in a copy made by a handheld video camera. The watermark embedder divides each image frame into two areas. A watermark bit '+1' is embedded in a frame by increasing the luminance of the first part and decreasing the luminance of the second part. A watermark bit '-1' is embedded by decreasing the luminance of the first part and increasing the luminance of the second part. It is achieved with the invention that the embedded watermark survives 'de-flicker' operations that are often used to remove flicker caused by the different frame rates of cinema projection equipment and consumer camcorders.

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